



COLORADO WILDLIFE COUNCIL



Representing all of Colorado

The Colorado Wildlife Council consists of nine individuals representing various interests throughout Colorado.



2 Members

represent the hunting and fishing public east of
the Continental Divide



2 Members

represent the hunting and fishing public west of
the Continental Divide



1 Member

represents the agriculture and livestock industry



2 Members

one represents municipalities and one represents
counties



1 Member

is a media/marketing expert



1 Member

represents Colorado Parks and Wildlife

OUR MISSION:

The Colorado wildlife council, formed by the state legislature in 1998, was conceived and developed by a diverse coalition of conservationists, outdoor recreationalists, hunters, fishers, farmers, ranchers, and community leaders coming together to ensure a bright future for Colorado's wildlife.

By statute, the council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.



KEEPING COLORADO ... COLORADO

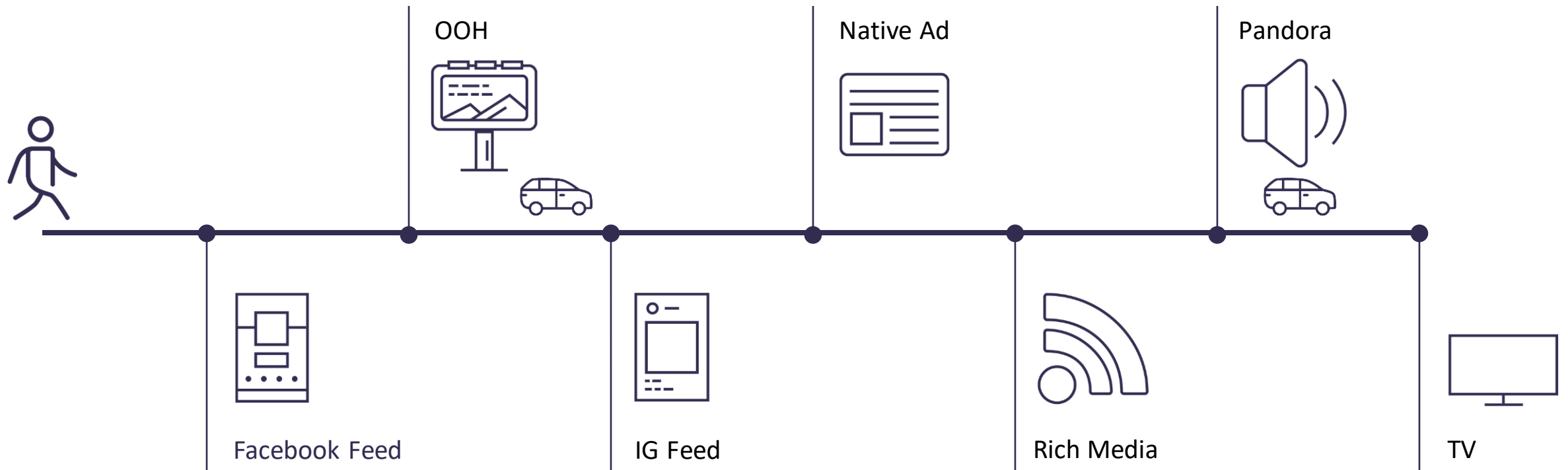
WHY WE DO IT:

It all starts with our undeniable love for Colorado's wildlife.

A deep, authentic connection and respect that drive our enthusiastic passion to defend it; volunteering to put in the extensive work it takes to generate an understanding and appreciation for what hunting and fishing license fees do for Colorado – Conserving its wildlife for all to enjoy.

CAMPAIGN CREATIVE

ITW CONSUMER JOURNEY



FILMED AND
PHOTOGRAPHED
ALL OVER
COLORADO

FORT COLLINS
ESTES PARK
NEDERLAND
BRECKENRIDGE
ECHO MOUNTAIN
DENVER
MORRISON



TALENT AND CREW FROM COLORADO



HUNTING AND FISHING BENEFITS TO COLORADO

GENERATE OVER \$3.25
BILLION ANNUALLY

SUPPORT MORE THAN
25,000 JOBS ACROSS
THE STATE

BENEFITS ALL 64
COUNTIES

HELP MANAGE 960
ANIMAL SPECIES





SOCIAL VIDEOS

:15

Motel



SOCIAL VIDEOS

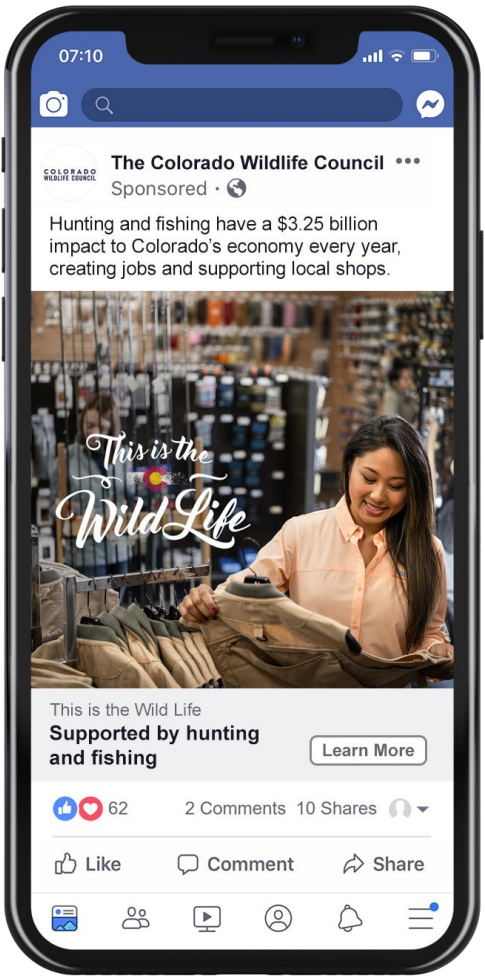
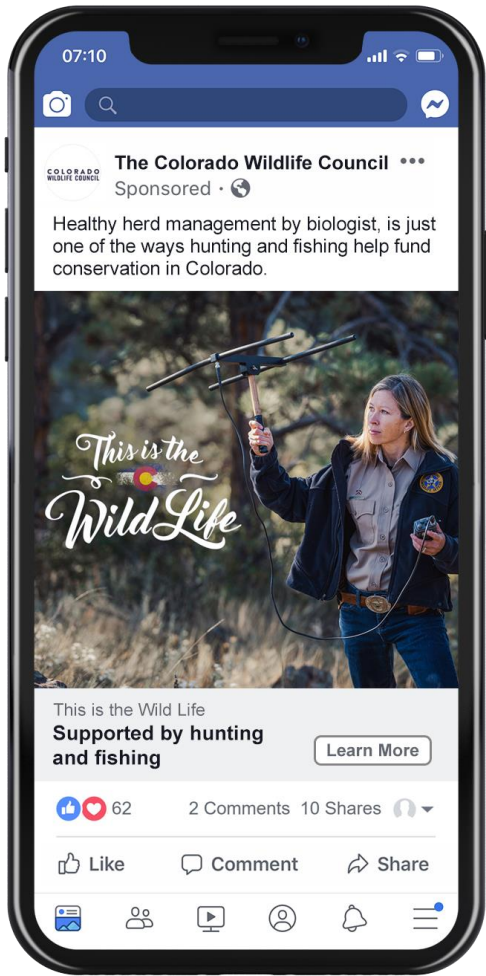
:15

Ferret



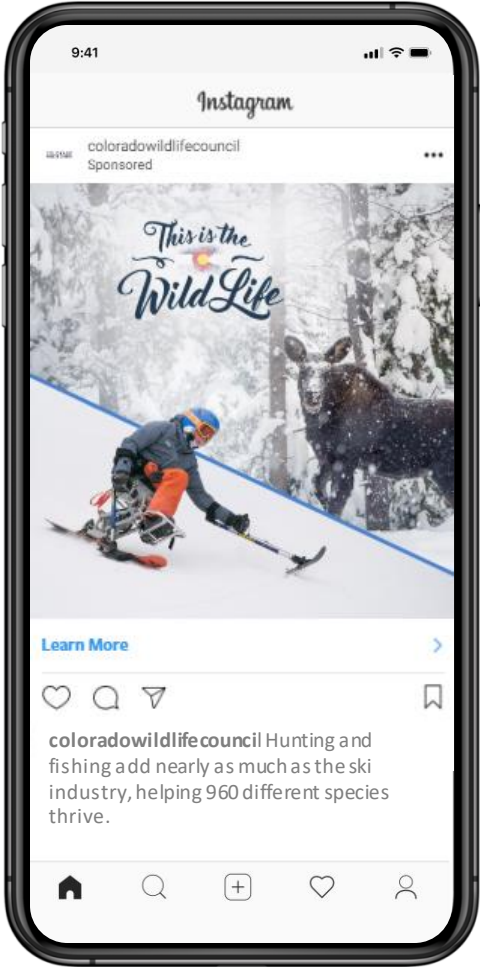
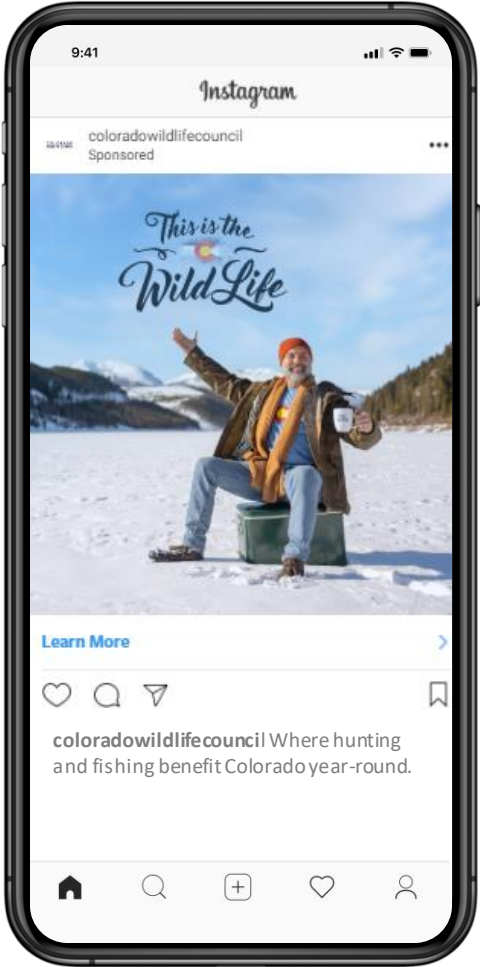
FACEBOOK

Sponsored Posts



INSTAGRAM

Sponsored Posts



OUTDOOR BILLBOARD





THANK
YOU